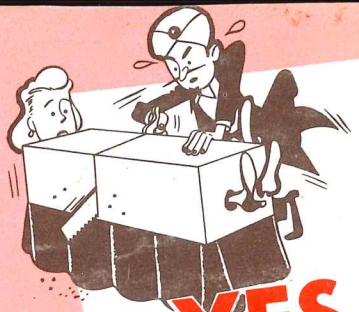


American Trophy & Award Co.

THERE'S NO TRICK TO IT!!!
THIS IS OUR SLOW TIME SO WE'RE
CUTTING PRICES IN HALF . . .

YES 50% DISCOUNT

HURRY ACT NOW! OFFER EXPIRES JAN. 31,

BUT THAT'S NOT ALL

BECAUSE WE MUST PAY OUR SKILLED ENGRAVERS JUST THE SAME WE ARE ALSO OFFERING . . .

Recd 12/28/62
KEEP IN TROPHY BOX

FIRST TIME EVER

FREE ENGRAVING

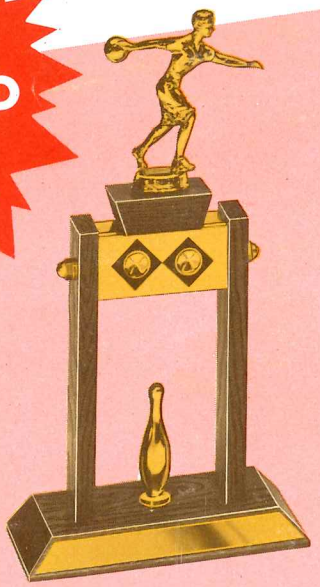
(See Engraving schedule and Guarantee in center of book)

PLUS *The Newest Most Outstanding Styles ever offered direct to Leagues at tremendous savings!*

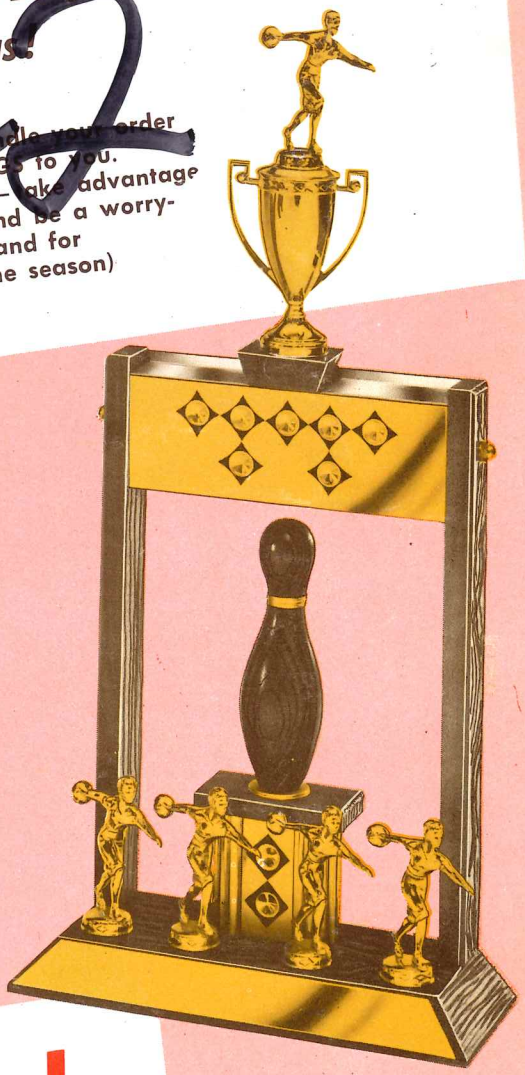
YES This is our slow time. We can handle your order quicker and easier, and at BIGGER SAVINGS to you. 50% OFF, plus FREE ENGRAVING! So — take advantage of this EARLY BIRD offer TODAY and be a worry-free secretary tomorrow — (and for the rest of the season)

INTRODUCING **NEW! DIAMOND GLOW STYLES**

G535A/6C 21" 38.50
G535B/6C 22" 39.00
G535C/6C 23" 39.50



G502A/6 11½" 9.90
G502B/6 12½" 10.40
G502C/6 13½" 10.90



G536A/6C 25" 37.50
G536B/6C 26" 38.50
G536C/6C 27" 39.50

BUT PLEASE HURRY, ORDER NOW . . . OFFER EXPIRES JAN. 31, 1963 !

SEE POSTAGE FREE ORDER ENVELOPE IN CENTER OF BOOK

SECRET CIRCLE!

ANY 1 OF THESE 5 TROPHIES—ANY SIZE $6.88

YES! YOUR ACTUAL COST ON ANY 1 OF THESE FIVE TROPHIES IN ANY SIZE . . . AFTER YOUR 50% DISCOUNT $3.44

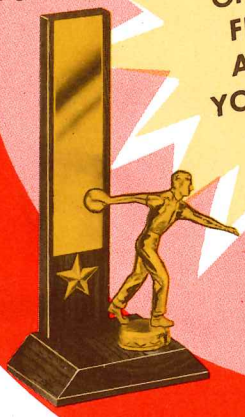
G528A/6 16¼" 14.40
G528B/6 17¼" 14.90
G528C/6 18¼" 15.40

G506A/6 11" 7.10
G506B/6 12" 7.40
G506C/6 13" 7.70
"Secret Circle" Trophy No. 5

G524A/6 10½" 7.20
G524B/6 11½" 7.60
G524C/6 12½" 8.00
"Secret Circle" Trophy No. 1

Full Modeled Walnut Tenpin

G521A/6 7½" 8.20
G521B/6 8¼" 8.60
G521C/6 9½" 9.00

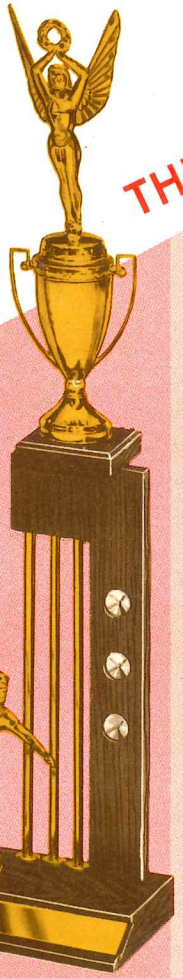


G513A/6 7½" 7.20
G513B/6 8½" 7.50
G513C/6 9½" 7.80
"Secret Circle" Trophy No. 4

G106/6 6" 7.70
"Secret Circle" Trophy No. 3

G509/6 10" 7.40
"Secret Circle" Trophy No. 2

HOT ALL PRIZE WINNERS

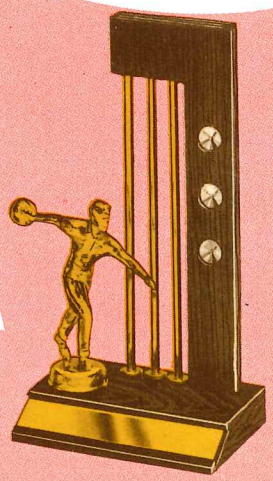


THE

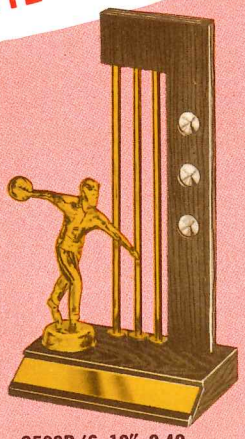
HURRY—HURRY— THE SOONER YOU ORDER . . .

NEW SILVER & ONYX

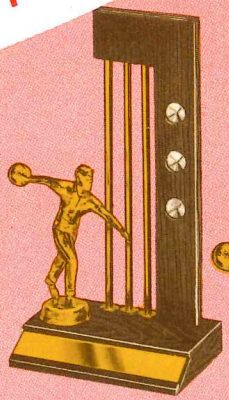
Z409A/5 18¾" 22.00
Z409B/5 19¾" 22.50
Z409C/5 20¾" 23.00



G503C/6 11" 9.90

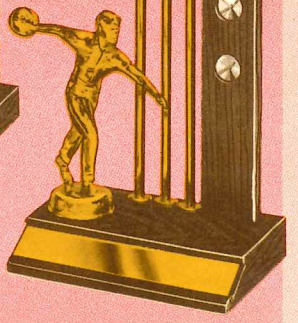


G503B/6 10" 9.40



G503A/6 9" 8.90

NEW! "DIAMOND GLOW" STYLES



G504A/6C 16" 13.50
G504B/6C 17" 14.00
G504C/6C 18" 14.50

50% DISCOUNT + FREE ENGRAVING*

NEW DESIGNS . . . NEW SAVING!

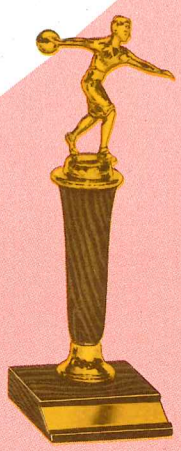
50% DISCOUNT

PLUS FREE ENGRAVING

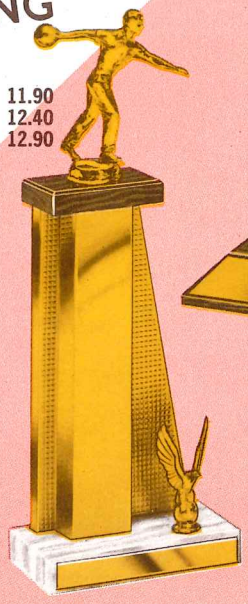
REGULATION SIZE SOLID WALNUT TENPIN

G538/6 18" 22.90

G529A/6 10¼" 13.30
G529B/6 11" 13.80
G529C/6 11¾" 14.30

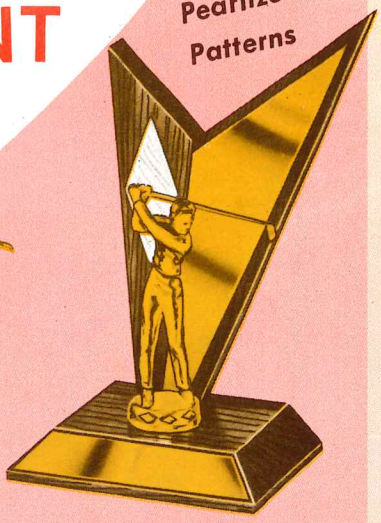


G523A/6 9" 5.40
G523B/6 10" 5.90
G523C/6 11" 6.40



G411A/6 12¼" 11.90
G411B/6 13¼" 12.40
G411C/6 14¼" 12.90

Pearlized Patterns



G541A/6 9" 13.20
G541B/6 10" 13.70
G541C/6 11" 14.20

ALL NEW!

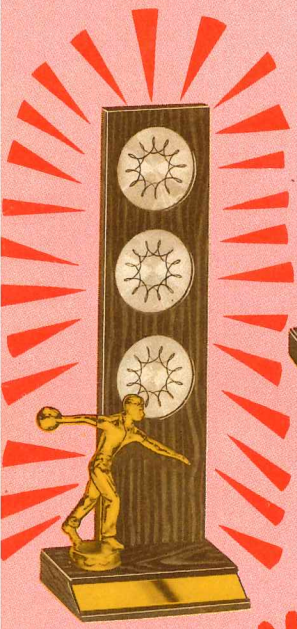
MORE YOU SAVE!

G805A/6 8" 2.90
G805B/6 9" 3.10
G805C/6 10" 3.30

G406A/6 10¾" 10.40
G406B/6 11¾" 10.90
G406C/6 12¾" 11.40

SAVE OVER $19.00

SPECIAL No. 5100
ALL 6 FOR ONLY
$38.88
Less 50% Discount
Plus FREE Engraving



G519A/6 10½" 9.60
G519B/6 11½" 10.10
G519C/6 12½" 10.60

NEW!

ETCHED PATTERNS ON INLAID METAL

G510/6 10½" 6.90

GROUP #5100
FIVE #G510/6 10½" @ 6.90 .....34.50
ONE #G511/6 12¾" 8.60
Regular Price 43.10
SPECIAL PRICE 38.88

G511/6 12¾" 8.60

CAN BE ORDERED SINGLY AT THESE PRICES

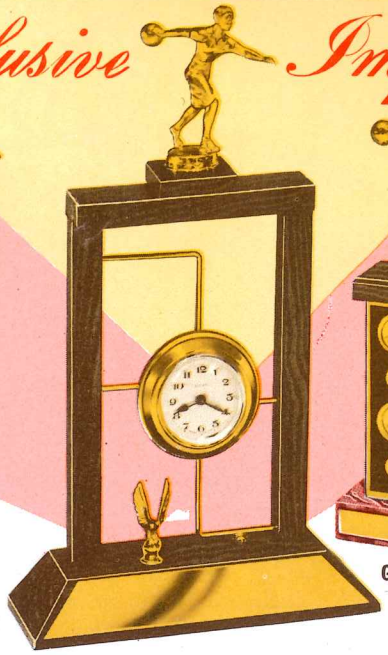
HURRY – OFFER EXPIRES MIDNIGHT JAN. 31

Featuring Exclusive Imported Rose Mar

G103A/6 12" 8.40

G103B/6 13" 8.90

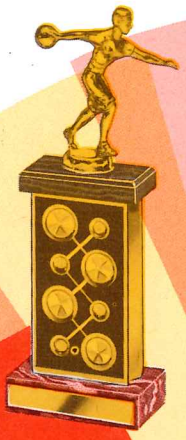
G103C/6 14" 9.40



G534A/6 14" 28.90
G534B/6 15" 29.40
G534C/6 16" 29.90
Perfect useful award for the winner who has many trophies now!

G105C/6 12½" 10.80

G105B/6 11½" 10.30



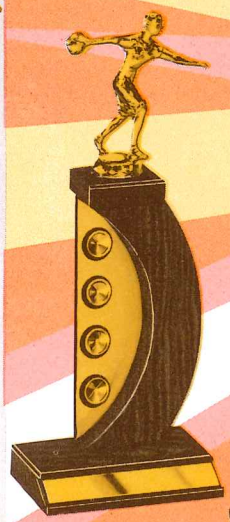
G105A/6 10½" 9.80

SAVE OVER $20.00

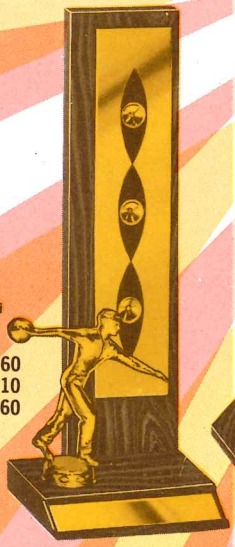
SPECIAL NO. 5050
ALL 6 FOR ONLY $40.88
LESS 50% DISCOUNT
PLUS FREE ENGRAVING

GROUP #5050
FIVE #G507B/6 13½" @ 6.60 .....33.00
ONE #G508C/6 17½" 11.60
Regular Price 44.60
SPECIAL PRICE 40.88

INTRODUCING
NEW! DIAMOND GLOW Jeweler's STYLES



G517A/6 10¾" 8.60
G517B/6 11¾" 9.10
G517C/6 12¾" 9.60



G505A/6 10½" 8.90
G505B/6 11½" 9.40
G505C/6 12½" 9.90

Early Bird offer expires Midnight January 31st

50% DISCOUNT

AMERICAN TROPHY
AND AWARD CO.
P.O. Box 4413, Chicago 80, Illinois

FREE ENGRAVING (see reverse side)

ANOTHER AMERICAN TROPHY FIRST!

50%

DISCOUNT on All Trophies & Gift Items

PLUS

FREE

ENGRAVING . . .
Including Winner's Names
(see reverse side)

Yes! you really get more than 50% OFF!

PLUS

ALL NEW!

TROPHY DESIGNS
in the latest styles & materials

These are all new designs for 1963. HOTTER! BIGGER! SMARTER!—THAN EVER!

NOW!

YOU CAN BUY DIRECT on a Dealer Cost Basis

For many years we have guaranteed you the best deal on American made trophies. Because this is our slow season, we offer those who order early these special private low prices.

SO HURRY

AND GET ALL THREE

50% off—Free Engraving and the Best Trophies ever offered to the Nation's Bowlers by America's largest Trophy supplier dealing direct.

ORDER TODAY, be a worry-free secretary tomorrow (you bowl—we'll worry)

Attn: Trophy Dealers—we will accept order at these prices, but cannot allow free engraving. **This is a special direct offer to leagues only.**

FINEST QUALITY—WOOD—MARBLE—ONYX—STYLES

UNBREAKABLE HIGH POLISHED PLATED FIGURES

GUARANTEE of SATISFACTION

OFFER EXPIRES JAN. 31 1963

SENSATIONAL FREE ENGRAVING SCHEDULE

IS BASED UPON

NET PRICE OF YOUR TOTAL TROPHY ORDER AFTER DEDUCTING YOUR 50% DEALER DISCOUNT. THIS IS AMOUNT SHOWN IN LINE "C" OF ORDER FORM.

From	To	FREE ENGRAVING	From	To	FREE ENGRAVING
$5.00	$7.50	15 LETTERS	$70.00	$96.75	210 LETTERS
7.51	10.00	25 LETTERS	96.76	127.50	300 LETTERS
10.01	15.00	35 LETTERS	127.51	152.50	375 LETTERS
15.01	20.00	45 LETTERS	152.51	200.00	450 LETTERS
20.01	30.00	65 LETTERS	201.00	300.00	600 LETTERS
30.01	40.00	90 LETTERS	301.00	400.00	900 LETTERS
40.01	50.00	125 LETTERS	401.00	500.00	1200 LETTERS
50.01	70.00	150 LETTERS	Over $500.00 ------ ADD 100 LETTERS FREE For Every Additional $50.00 in Line "C"		

ILLUSTRATION:

LET'S SAY YOU NEED 10 TROPHIES AND YOUR BUDGET IS $100.00. THIS WOULD ENTITLE YOU TO RECEIVE 300 LETTERS OF FREE ENGRAVING.

FOR EXAMPLE

TEN PIN LGE.
62-63
CHAMPS

THIS WOULD BE 19 LETTERS FOR EACH OF 10 TROPHIES (MAY BE ASSORTED) OR A TOTAL OF 190 LETTERS USED IN THE BASIC ENGRAVING. *THIS WOULD STILL LEAVE YOU WITH 110 LETTERS TO BE USED FOR THE WINNERS NAMES* WHEN YOUR LEAGUE ENDS. NATURALLY, THE ENGRAVING MAY BE USED IN ANY COMBINATIONS YOU DESIRE AND DOES NOT HAVE TO FOLLOW THE ABOVE PATTERN.

when your League Ends... ***THEN...***

Merely Fill in the Winners Name Form—which will be mailed to you—Show your winners names etc. and mail this form to us Via AIR MAIL —

Then—within 48 hours—Yes 48 hours—we will *AIR MAIL* Back to you *INDIVIDUALLY ENGRAVED—PRESTIGE NAME PLATES* to fit the Trophies originally ordered for that event. This new plate may then be easily applied with a new exclusive Self Adhesive and *PRESTO*—You have every TROPHY FULLY ENGRAVED *WITH WINNERS NAMES* in time for your Presentation... DO NOT RETURN PLATES—NEW PLATES WILL BE SUPPLIED *FREE*.

YOU MUST ACT NOW!!!

THIS OFFER EXPIRES JAN. 31, 1963

ADDITIONAL ENGRAVING AVAILABLE AT WHOLESALE NET PRICE AT 5c PER LETTER.

If you wish to order your trophies at this time without engraving, you may use the free engraving any time during 1963. However, you must allow a minimum of 3 weeks on any engraving submitted after Jan. 31, 1963.

INSURED PARCEL POST AND SAFE HANDLING SCHEDULE

Rates shown here are based on subtotal amount shown in line "C" on order form at right:

Up to $10.00 ..... add $2.00 to line D on the order form
(This includes 75¢ Service Charge)

$10.01 to $25.00 ..... add $1.25 to line D on the order form

$25.01 to $50.00 ..... add $1.75 to line D on the order form

$50.01 to $80.00 ..... add $2.00 to line D on the order form

Orders of $80.00 or more will shipped Freight Collect, Best Way.

THE ABOVE DOES *NOT* Include C.O.D. CHARGES
SEND CHECK IN FULL & Save C.O.D. Charges.

Note: Where a check in full is not enclosed Balance Due will be Shipped C.O.D.

All C.O.D. Charges will be added to the C.O.D. Amount Due.

Where weight or destination necessitates shipment other than Parcel Post and pre-payment of postal charges were made, simply return paid freight bill for refund of amount of postage prepaid. PLEASE SHOW OUR ORDER NO.

PLEASE PRINT LEGIBLY OR TYPE

DATE _____ DELIVERY WANTED BY _____

SHIP TO _____

ADDRESS _____

CITY & STATE _____

ORDERED BY (TITLE) _____ PHONE _____

AMERICAN TROPHY & AWARD CO.
P. O. BOX 4413
Chicago 80, Ill.
WEbster 9-3252

ALL PRICES QUOTED F.O.B. FACTORY

NOW! FIRST TIME EVER—BUY REALLY WHOLESALE—50% DEALER DISCOUNT!—PLUS FREE* ENGRAVING

TEAR HERE FOR ORDER FORM

Quan.	Catalog No.	Color Black and Gold or White	DESCRIPTION Specify Event Figure Desired — Male or Female	Unit Price	Total
	SPECIAL SEE-SAW BALL POLISHER		*Names for Embroidery on separate sheet		
	SPECIAL BOWLER'S TOWELS		*Names for Embroidery on separate sheet	1.76	

THIS 50% OFFER EXPIRES ON JAN. 31, 1963

— PLEASE NOTE —

You may use any of the **UNUSED FREE ENGRAVING** For winners' names, when your league ends . . .

★ A special Easy-to-Use form for Winners' Name will be sent with the acknowledgement of your order.

Total List Price of Merchandise	A
Less 50% Discount	B
* Free Engraving Based Upon This Amount → Net Price Total	C
Insured Parcel Post & Safe Handling Charge **IMPORTANT — SEE RATE SCHEDULE AT THE LEFT**	D
4% Sales Tax (Illinois Residents Only)	E
☐ Extra Letters of Engraving @ $.05 per letter Over and Above Letters Allowed	F
TOTAL OF ORDER	G
Deposit (Minimum 50%) (Or Send Check in Full & Save C.O.D. Costs)	H
Balance (If Any) Due C.O.D.	I

BASIC ENGRAVING INSTRUCTIONS

PLEASE PRINT OR TYPE

Use Additional Sheets If Necessary

MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters	MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters
MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters	MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters
MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters	MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters
MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters	MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters
MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters	MODEL No. _____ ☐ Number of Trophies ☐ Letters per Trophy Total Letters

TOTAL NUMBER OF LETTERS ENGRAVED _____

THIS IS YOUR POSTAGE FREE RUSH ORDER ENVELOPE

TEAR ON DOTTED LINE TO SEPARATE ORDER FORM FROM ENVELOPE

NOTE:

Be sure your name, address and delivery information is complete. Also be sure your check is enclosed.

A copy of your order, with a "Winners' Names Engraving Form," will be sent back to you.

Have you forgotten someone? Check the gift items and specials again.

SAVE C.O.D. cost— send check in full with your order now!

SAVE MORE THAN EVER BEFORE!

★ **MAIL BEFORE MIDNIGHT JAN. 31, 1963**

FROM

FIRST CLASS
PERMIT NO. 55063
CHICAGO, ILLINOIS

BUSINESS REPLY MAIL
NO STAMPS NEEDED

POSTAGE WILL BE PAID BY —

AMERICAN TROPHY & AWARD CO.

P. O. BOX 4413 • CHICAGO 80, ILL.

SPECIAL HANDLING
EARLY BIRD ORDER

GAG BOX

TITLED "HOW TO IMPROVE YOUR BOWLING SCORE"
Surprise solution inside. Ideal last place team award.
#908 — 3" x 2" . . . . . 1.30 ea.

HAND DECORATED
BISQUE BOWLING FIGURES

Matching set of 1 male and 1 female. Ideal as banquet prizes.
#904 — 6" High . . 2.50 per set
25.00 @ doz. sets

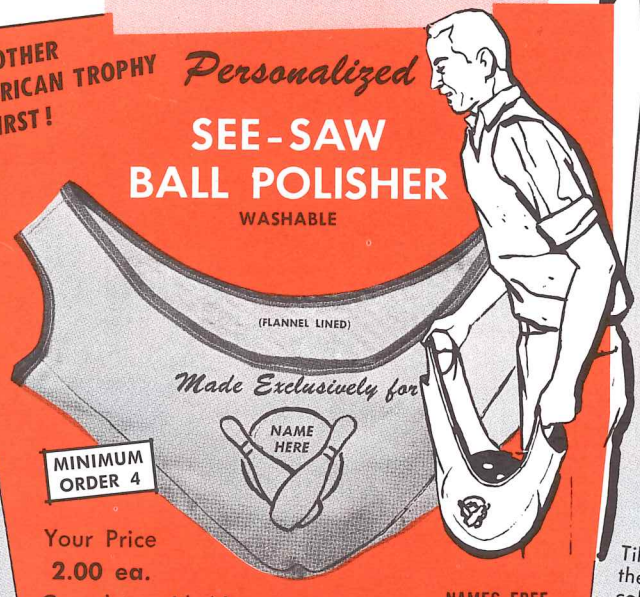
DON'T FORGET TO TAKE YOUR
50%
ON ALL GIFT ITEMS AS WELL AS TROPHIES

NEW! "SAFTY" KEY RING

2 piece Detachable, Quality Key Ring—Leave ignition key in car and deatch trunk and house keys. Complete with presentation box. Available with male or female bowler.
#913 . . . . . 1.80 ea.

ANOTHER AMERICAN TROPHY FIRST!

Personalized
SEE-SAW BALL POLISHER
WASHABLE



MINIMUM ORDER 4

Your Price
2.00 ea.
Complete with Names
SPECIAL LEAGUE PRICE
40 OR MORE 1.80 ea.
IDEAL AS A BANQUET OR TEAM GIFT
INDIVIDUAL NAME OR LEAGUE NAME—FREE

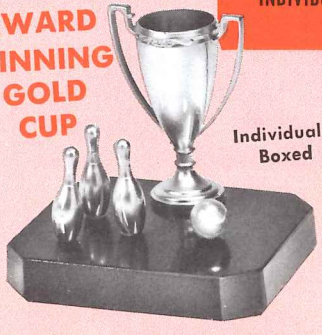
NAMES FREE
Please print name to be embroidered on a separate sheet of paper and send with your order. **Less Your Discount.**

ACTION! KEY RING

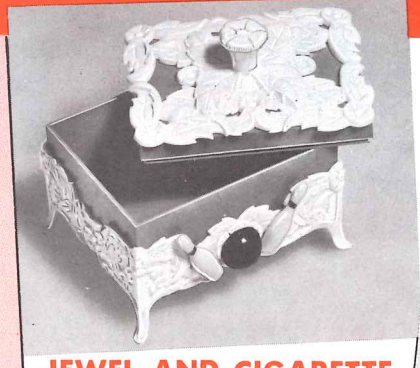
Tilt the chain & watch the bowler strike — full color.
#907 . . . . . 70¢ ea.
7.00 @ doz.

AWARD WINNING GOLD CUP

Individually Boxed



with bowling pins & ball mounted on large ebony base. Use as a place setting. Complete with blank label.
905 — 3½" . . . . . 1.20 ea.
12.00 @ doz.



JEWEL AND CIGARETTE BOX

Ten pin & ball decor. Beautiful "lace" trim. Individually boxed.
#902 — 4½x3¾ . . . $2.00 ea.

PERSONALIZED DESK TOP SECRETARY PERSONALIZED FREE!

Beautiful leatherette telephone directory & memo pad. Assorted colors. Complete with pencil & refill type pad. Send names on separate sheet of paper.
#917 — 7½x 8½ . . . . . 2.40 ea.

Beautiful Strand of Fine Quality Simulated Pearls & Matching Earrings with Screw Back. Surrounding an orchid corsage with satin bow. Gift packed in transparent box—the perfect item for that Banquet Gift.

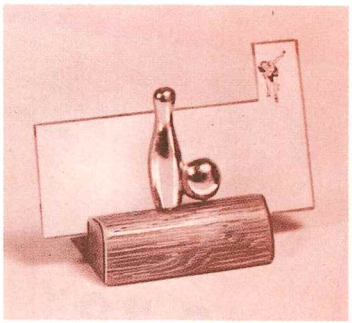
#921 . . . 2.10 ea. — 21.60 @ doz.

PERFUMED INK

THE AWARD WINNER FOR '63

Ball Point Pen Key Ring

#903 — 3½" . . . . . 90¢ ea.



NEW MARBLETONE PLACE CARD HOLDERS

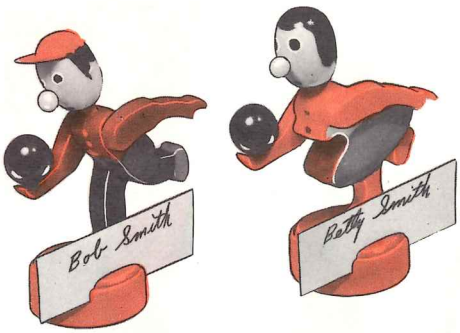
With plated metal ball and pin. Complete with name card.

#906 — 2¼" . . . . . 36¢ ea.
3.90 @ doz.

OUTSTANDING NEW PLACE SETTING AWARDS

Colorful and Exciting Male or Female Figure complete with Place Cards.

#916-M (Male) . . . . . 42¢ ea.
#916-F (Female) . . . . . 42¢ ea.
4.80 per doz.



BOWLER'S TOWELS

Personalized with any name* **FREE!**

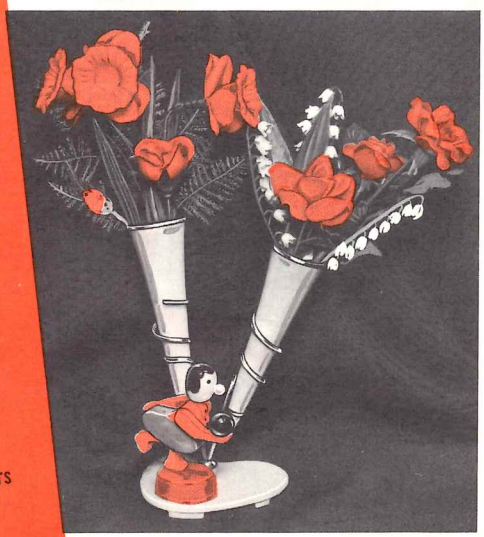
Please print name to be embroidered on a separate sheet of paper and send with your order.

*First or Nickname only.

Great Idea for
Banquets
Leagues
Teams, Sponsors

LESS DISCOUNT

NET EACH **88¢**



KEY CHAIN

available with male or female bowling scene in relief. Complete with presentation box.

#915 . . . . . 1.80 ea.

SPECIAL OFFER (MIN. ORDER 4 TOWELS)

Use American's Personalized Towels as the perfect team or league gift. Ideal for use as placemakers at banquets which can be taken home by each bowler . . . used and appreciated for years.

Useful . . . colorful . . . practical. This fine quality absorbent terry cloth towel keeps bowlers hands dry for each delivery . . . HELPS IMPROVE YOUR GAME. Just the right size. Fits conveniently into bowling bag. Printing is 100% colorfast—will not fade. Individual name skillfully embroidered. Makes a perfect gift!

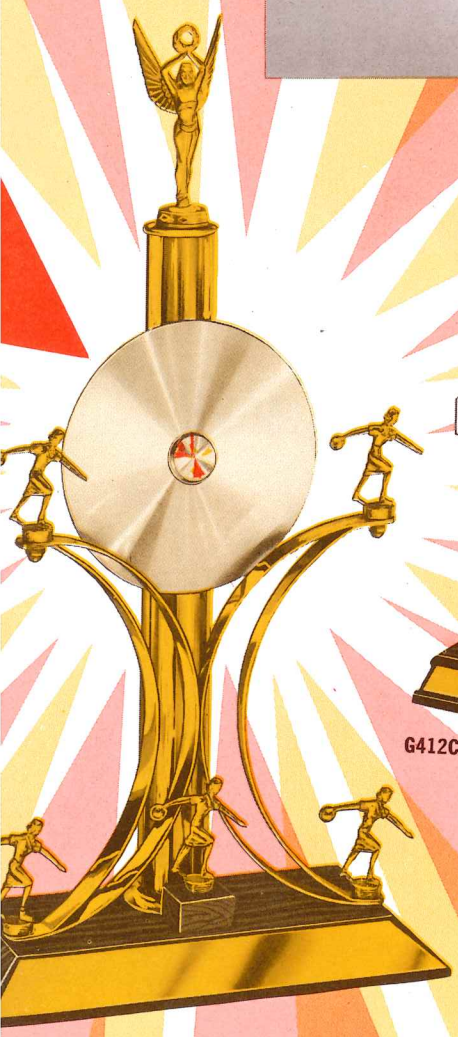
#914 . . . . . 1.76 each

NEW COLORFUL PLACE SETTING AND BANQUET PRIZE AWARD

Complete with Imported "Permalife" flowers. Stands over 10" high — assorted colors. Specify with Male or Female Figures and Place Card.

#912 . . . . . 2.25 ea.

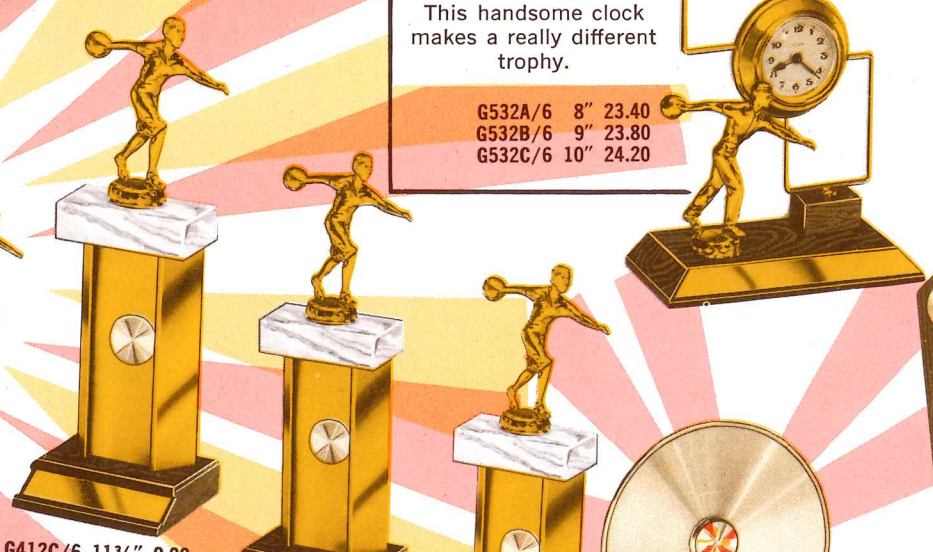
G104A/6 10¾" 10.80
G104B/6 11¾" 11.30
G104C/6 12¾" 11.80



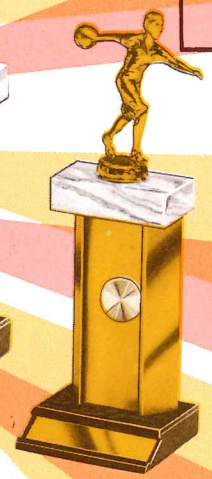
G537A/6 22" 25.50
G537B/6 23" 26.00
G537C/6 24" 26.50

NEW
USEFUL AWARD
This handsome clock makes a really different trophy.

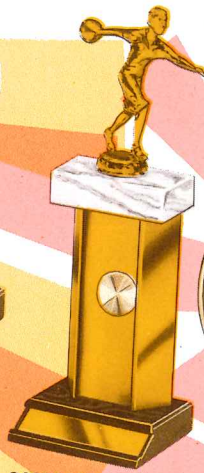
G532A/6 8" 23.40
G532B/6 9" 23.80
G532C/6 10" 24.20



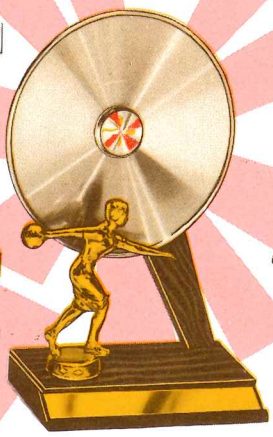
G412C/6 11¾" 9.90



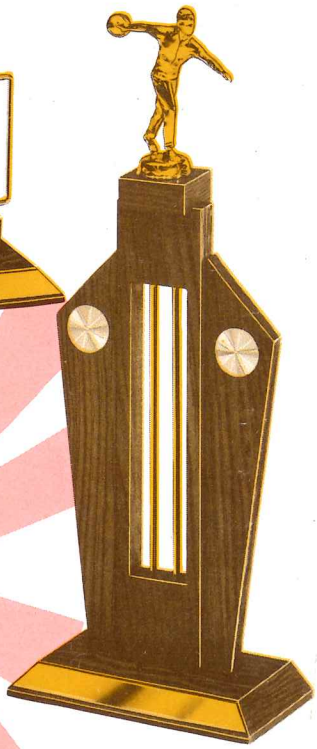
G412B/6 10¾" 9.40



G412A/6 9¾" 8.90



G516A/6 9½" 9.40
G516B/6 10½" 9.90
G516C/6 11½" 10.40



G531A/6 15½" 12.40
G531B/6 16½" 12.90
G531C/6 17½" 13.40

NEW DESIGN OF GENUINE IMPORTED ONYX

SAVE OVER $16.00

TEAM GROUP SPECIAL #8010

GROUP #8010
FIVE #G801C/6 10" @ 4.75 .....23.75
ONE #G802/6C 14½" 13.50

Regular Price 37.25
SPECIAL PRICE 33.30

G801C/6 10" 4.75

G802/6C 14½" 13.50

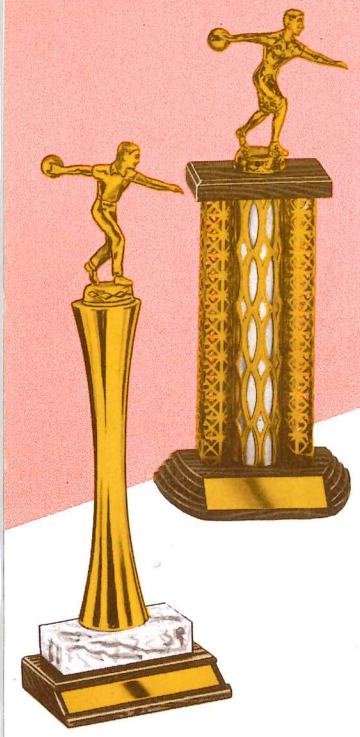
CAN BE ORDERED SINGLY AT THESE PRICES

#8010

ALL 6 FOR ONLY $33.30

LESS 50% PLUS FREE ENGRAVING

G512A/6 11" 8.90
G512B/6 12¼" 9.40
G512C/6 13½" 9.90



G542A/6 13¾" 12.70
G542B/6 15¼" 13.20
G542C/6 16¾" 13.70

OUT OF THIS WORLD STYLING

NEW "3-D" DIAMOND DESIGN

G518A/6 11¼" 8.90

G518B/6 12¼" 9.40

G518C/6 13¼" 9.90

G530A/5 15¼" 14.60
G530B/5 16¼" 15.10
G530C/5 17¼" 15.60

G501C/6 11¼" 7.90

G501B/6 10¼" 7.40

G501A/6 9¼" 6.90

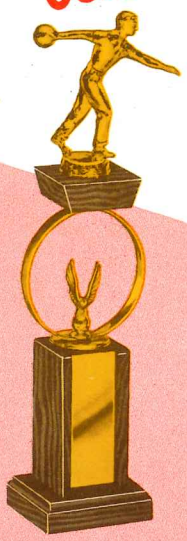
HOT!
DELTA WING STYLE
Fine Grained Solid Walnut

HURRY – OFFER EXPIRES MIDNIGHT JAN. 31

GUARANTEED ON TIME DELIVERY

Including Winners' Names!

G525C/6 14¾" 9.40



G525B/6 13¾" 8.90

G525A/6 12¾" 8.40

G525A/6C 16½" 10.60
G525B/6C 17½" 11.10
G525C/6C 18½" 11.60

SOLID WALNUT

LACED BRASS

ALL NEW

PEARL TRIM

G527A/6 11½" 11.50
G527B/6 12½" 12.00
G527C/6 13½" 12.50

G403A/6C 12½" 15.50
G403B/6C 13¾" 16.25
G403C/6C 14½" 17.00

NEW

USEFUL AWARD
Bowling Scene Lamp
Male or Female Scene
Complete with Bulb

G539/6 15¼" 20.50
Specify Male or Female

ALL STAR AWARD
Designed for that winning team. Ideal in mixed leagues.

Specify Male or Female

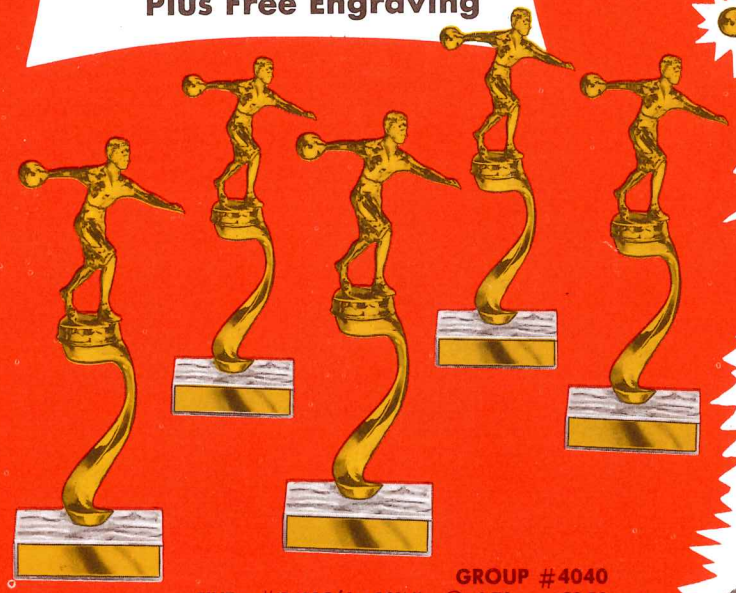
G520A/7 11" 8.90
G520B/7 12" 9.40
G520C/7 13" 9.90

GROUP #4040

ALL 6 FOR ONLY $39.98

SAVE OVER $19.00

LESS 50% DISCOUNT
Plus Free Engraving



GROUP #4040
FIVE #G401C/6 10¼" @ 6.70 .....33.50
ONE #G402C/6 13" 10.30

Regular Price 43.80
SPECIAL PRICE 39.98

50% DISCOUNT + FREE ENGRAVING*

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NEW!

G540A/6 7¼" 7.50
G540B/6 8¼" 7.80
G540C/6 9¼" 8.10

Full Modeled Walnut Tenpin

G522A/7 7½" 6.40
G522B/7 8¼" 6.90
G522C/7 9" 7.40

MONEY SAVING GROUP No. 8050

FIVE #G811A/6 8" @ 3.50 .....17.50
ONE #G812C/6 14¼" 9.25
Regular Price 26.75

SAVE OVER $12.00

SPECIAL NO. 8050
ALL 6 FOR ONLY $24.44
LESS 50% PLUS FREE ENGRAVING

THIS IS A SPECIAL OFFER! ACT NOW! EXPIRES JAN. 31, '63